

ROUTE 66 REGIONAL MAP

Springfield is the birthplace of Route 66 and the “Mother Road” brings thousands of interstate and international travelers through southwest Missouri each year. These people are looking to connect with history, experience Americana and take home a few souvenirs. Marking your business on our Route 66 map is a great way to draw in these visitors. The map traces Route 66 across central and southwest Missouri and includes more detailed maps of the route through Springfield and the historic downtown area.

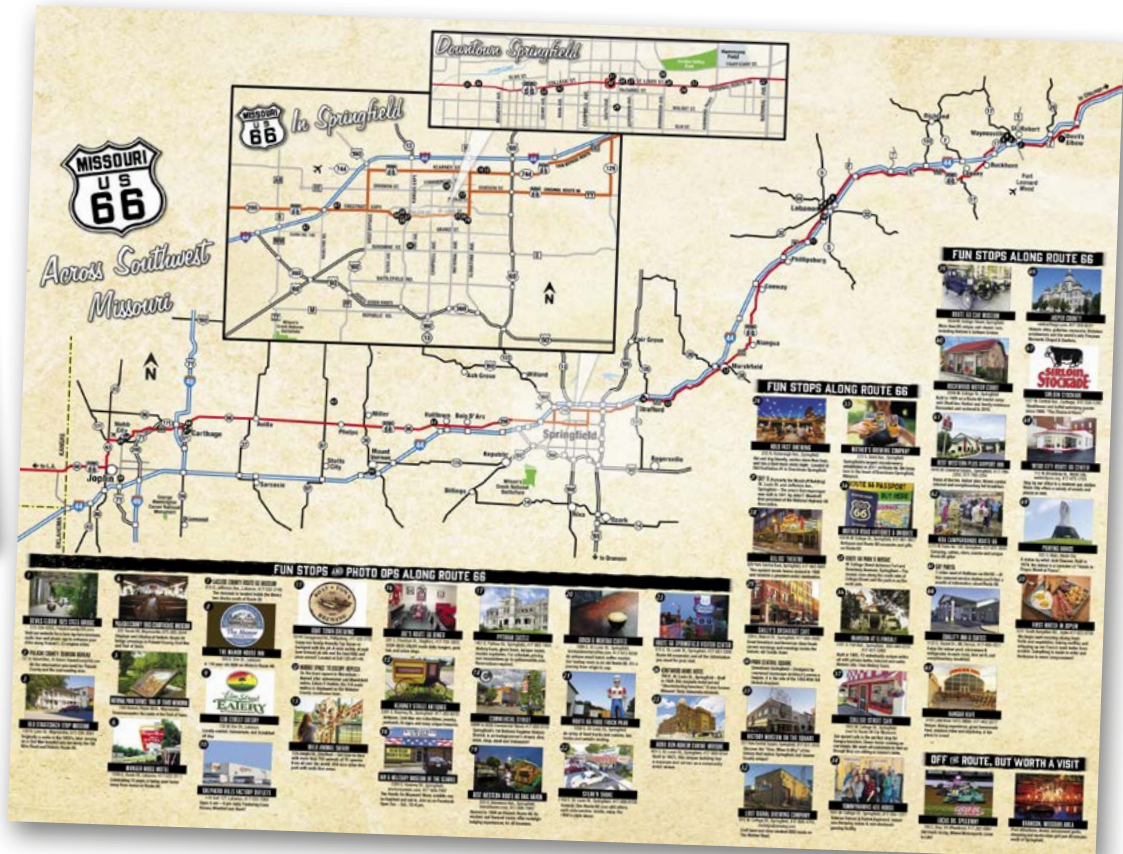
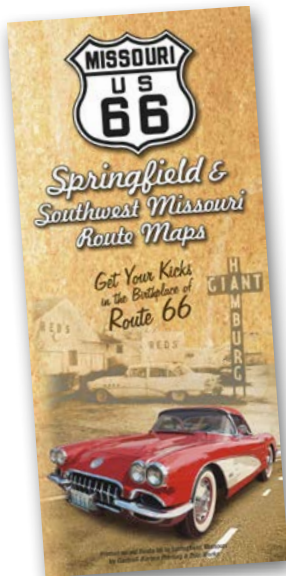
ROUTE 66 SPRINGFIELD & SOUTHWEST MISSOURI MAP

These detailed travel maps showcase new attractions, shopping, dining and lodging options along Route 66. The souvenir-quality maps include a brief history of the route and are printed by a Springfield print shop located on the original Route 66.

Photo Listing (includes a photo, business name and 150-character listing, including address, phone and URL) . . . \$300

Basic Listing (business name and 150-character listing, including address, phone and URL) \$200

(Both options include a page in the Route 66 section of the SpringfieldMo.org website)



EVENT & CONVENTION MARKETING

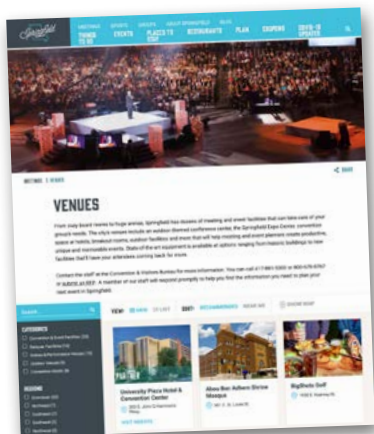
Events such as conventions, reunions and weddings often bring thousands of people to the Springfield area who are looking for lodging, attractions, shopping and places to eat. These marketing tools will help you target these groups as they are planning their events and after they arrive.

MEETINGS AND CONVENTIONS WEBSITE LISTING

Reach the key people who bring events and conventions to Springfield. This website section is specifically targeted to meeting planners and is a great opportunity for meeting facilities, event suppliers and more.

Premier Website Listing (includes name, address, phone, photos, website link, venue capacities, dimensions, PDF floor plan and a 50-word listing) **\$350 per year**

Website Listing (name, address, phone, photos, website link and a 50-word listing) **\$250 per year**



WEDDINGS AND SPECIAL EVENTS WEBSITE LISTING

Showcase what makes your business perfect for special events such as weddings, reunions, meetings banquets, or other gatherings. This section lists venues, caterers, vendors and more.

Premier Website Listing (includes name, address, phone, photos, website link, venue capacities, dimensions, PDF floor plan and a 50-word listing plus a listing in the Springfield Guide) **\$350 per year**

Website Listing (name, address, phone, photos, website link and a 50-word listing plus a listing in the Springfield Guide) **\$250 per year**

VISITOR CENTER LOBBY VIDEO DISPLAYS

Located inside the Route 66 Visitor Center, these 50-inch displays will show your still or video ad for 15 seconds in rotation with other info. Great for promoting special events or limited time offers!

Video Display Ad **\$100/month**



VISITOR CENTER WALL TRANSPARENCY DISPLAYS

Large, bright and colorful! Located inside the Route 66 Visitor Center, these 36 x 24-inch panels will draw attention to your business.

***Wall Transparency Display** **\$1,200/year**

*Limited quantities available.

SPRINGFIELD OFFICIAL GUIDE

Print is still a valuable resource for people planning trips and researching dining options, attractions and lodging. Surveys show that 95% of visitors are influenced by information from travel guides and brochures when making travel plans.

SPRINGFIELD OFFICIAL GUIDE

Still the primary source for visitor information, 100,000 copies of the Springfield Guide are distributed annually to leisure and convention travelers via mail, at information centers throughout the state and in special group packets. Our magazine-style layout features photography and editorial content showcasing things to do, places to eat, shopping, lodging, outdoor activities, Route 66 and much more. (All following dimensions are width x height.)



Premium Ad Positions:

- Full-Page Ad (Full Bleed) - Back Cover** (8.5 x 8.25 inches) **\$6,300**
- Full-Page Ad (Full Bleed) - Inside front cover and page 1** (8.5 x 11.375 inches) **\$5,100**
- Full-Page Ad (Full Bleed) - Inside back cover** (8.5 x 11.375 inches) **\$4,700**
- Full-Page Ad (Full Bleed) - Inside page 3** (8.5 x 11.375 inches) **\$4,600**
- Full-Page Ad (Full Bleed) - First page in section** (8.5 x 11.375 inches) **\$4,400**

Inside Page Ad and Listing Locations (No guaranteed locations):

- Full-Page Ad - Full Bleed** (8.5 x 11.375 inches) - **No Bleed** (7.25 x 10.125 inches) **\$4,100**
- 1/2-Page Horizontal Ad** (7.25 x 5 inches) **\$2,600**
- 1/2-Page Vertical Ad** (3.5625 x 10.125 inches) **\$2,600**
- 1/4-Page Vertical Ad** (3.5625 x 5 inches) **\$1,600**
- Enhanced Visitors Guide Listing and Webpage** (Includes photo or logo and up to 140 characters) **\$600**
- Guide Listing and Webpage** (Guide listing limited to 140 characters) **\$350**

All Springfield Guide ads include a guide listing, a web page, access to Connect SGF, brochure distribution, business referrals, public relations services and access to marketing research.

SPRINGFIELD GUIDE BROCHURE INSERTIONS

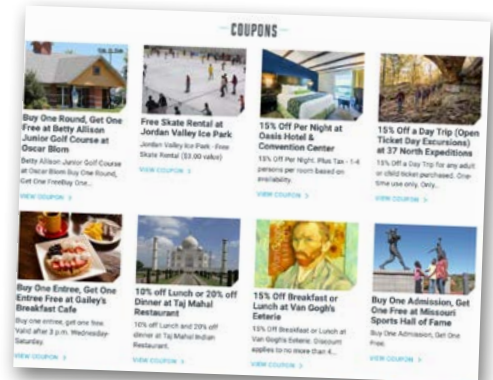
We mail 40,000 poly-bagged visitors guides annually to trip planners who request them. Brochure insertions are limited to 10 advertisers. Reserve a spot for your brochure early to avoid missing this great advertising opportunity.

Springfield Guide Brochure Insertions \$1,500

ONLINE COUPONS

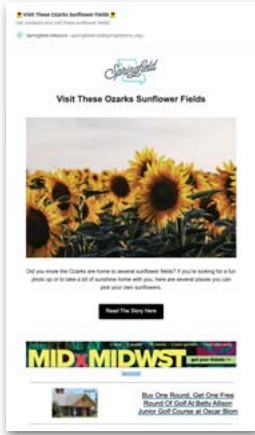
Digital coupons are a great way to encourage travelers to visit your business and track the return on your investment! Coupons are showcased on their individual page on SpringfieldMo.org as well as randomly at the footer of many additional pages throughout the site and occasionally in related e-newsletters as a bonus placement.

Clip-Out Visitors Guide Coupon \$300 (includes free online coupon)
Online Only Coupon \$250



NEWSLETTER & SOCIAL MEDIA

I Love Springfield, MO says it all. But if anyone ever wondered why, all they'd have to do is check out our E-Newsletter and social media pages and they'll be presented with all the answers they need. Sponsored content on social media is a casual and engaging way to not only reach visitors looking to return, but also future visitors still deciding on their trip details, current visitors looking for inspiration, and locals looking to uncover something they haven't yet experienced in Springfield.



E-NEWSLETTER PARTNERSHIPS

Our bi-monthly e-newsletters are sent out to over 16,000 opt-in subscribers interested in what is going on in Springfield. With a 23% average open rate and limited advertising space available in each email, inclusion in these blasts will deliver your message right to their inbox. Advertorials include a 40-word write up accompanied by an image and included in one general e-newsletter a month. Ads and advertorials are linked to your listing, sponsored editorial, or coupon on the SpringfieldMo.org site.

- E-Newsletter Ad (728 x 90 pixels) \$350 for 4 weeks**
- E-Newsletter Advertorial \$200 each***

SPONSORED EDITORIAL

Let us tell your story through sponsored content! This story is written by our content team and approved by you. The editorial is promoted on the website, through our social media channels and in our monthly newsletter.

- Sponsored Editorial \$750 per piece**



FACEBOOK POST

A curated post created by our content team and approved by you, your post will be featured on our I Love Springfield, MO Facebook Page.

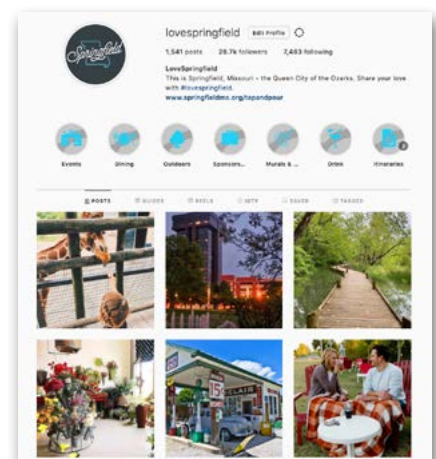
- @SpringfieldMissouri Facebook Post. . . . \$400 first post (includes webpage)***
- \$250 per post (after first post)***



INSTAGRAM POST

A curated post created by our content team and approved by you, your post will be featured on our I Love Springfield, MO Instagram Page and highlighted on our Instagram stories. Our Instagram stories garner an average of 850 views and Instagram posts garner around 8,000 impressions per post.

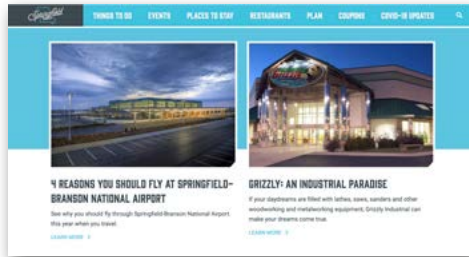
- @LoveSpringfield Instagram Post \$300 per post (includes webpage)***
- \$175 per post (after first post)***
- Tik Tok and Instagram Post \$500 per post**



***Note:** All newsletter and social media content is subject to approval and must meet Springfield CVB Style Guidelines.

SPRINGFIELDMO.ORG DIGITAL ADVERTISING

Reach visitors (and locals!) where they search for all things Springfield – SpringfieldMo.org! The newly redesigned site features not only a guide of things to do and places to stay and eat, but also shows them that their time in Springfield will be time well spent. Get the most out of your digital marketing with one of these digital bundles! All of our website advertising options are available for 3-, 6-, 9- or 12-month contracts. Custom packages are available. Contact our Partnership Development Team for details.



(Photo: 597w x 388h pixels, Headline: 60 characters, Body: 242 characters, Clickthrough URL)

RUN OF SITE BANNER

These content-driven ads are showcased in a two-panel module throughout the website and can be delivered to custom content or a designated URL.

Contract Length	Custom Content	Designated URL
Monthly	\$400	\$300
3 Months	\$1,000	\$900
6 Months	\$1,700	\$1,600
9 Months	\$3,000	\$2,900
Year	\$3,300	\$3,200

SPOTLIGHT ADS

These content-driven ads can be pointed directly to custom content on our website or to a provided URL. They are placed on targeted pages throughout the website, including the homepage, and are displayed in a four-panel module.

Contract Length	Custom Content	Designated URL
Monthly	\$350	\$250
3 Months	\$800	\$700
6 Months	\$1,450	\$1,350
9 Months	\$2,100	\$2,000
Year	\$2,800	\$2,700



(Photo: 609w x 396h pixels, Headline: 42 characters, Body: 84 characters, Clickthrough URL)

PREMIUM PAGE SPONSOR

This content-driven ad is placed at the top of a designated page of the advertiser's choice and can direct to custom content on our blog or a designated URL.

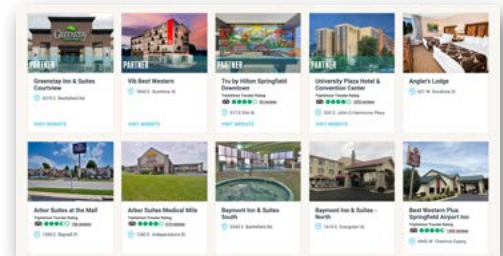
Contract Length	Custom Content	Designated URL
Monthly	\$375	\$275
3 Months	\$850	\$750
6 Months	\$1,600	\$1,500
9 Months	\$2,600	\$2,500
Year	\$3,100	\$3,000

(Photo: 850w x 769h pixels, Headline: 36 characters, Body: 300 characters, Clickthrough URL)

FEATURED LISTING

Pulling content from your existing listing detail page, a featured listing shows up as one of the top options in the listings module on our website.

	Monthly	3 Months	6 Months	9 Months	1 Year
Featured Listing	\$225	\$550	\$990	\$1,430	\$1,980



MOBILE FOOTER

A content-driven banner ad that appears on the bottom of every mobile page and can link to a designated URL of your choosing.

	Monthly	3 Months	6 Months	9 Months	1 Year
Mobile Footer	\$200	\$550	\$1,050	\$1,600	\$2,150

(Photo: 190w x 143h pixels, Headline: 18 characters, Body: 62 characters, Clickthrough URL)